

MARINA FEST COMMITTEE MEETING MINUTES
TUESDAY, MARCH 8, 2016
SISTER BAY FIRE STATION – 2258 MILL ROAD

The March 8, 2016 meeting of the Marina Fest Committee was called to order by Chairperson Pat Duffy at 6:03 P.M.

Present: Chairperson Duffy and Committee member John Clove

Excused: Sue Lundquist

Staff Members: Zeke Jackson, Village Administrator, Steve Mann, Facilities Manager, Nicole Krauel, Marina Manager, and Janal Suppanz, Assistant Administrator.

Others: Chris Hecht, Stacey Bell, Gary Chaudoir, Fred Johnson, Kirby Olson, John Ludwigsen, Chuck Klima, Ralph Blankenburg and John Stiefel.

Approval of the Agenda:

A motion was made by Clove, seconded by Duffy, that the Agenda for the March 8, 2016 meeting of the Marina Fest Committee be approved as presented. Motion carried – All ayes.

Approval of Minutes As Published:

A motion was made by Duffy, seconded by Clove, that the minutes for the January 12 2016 meeting of the Marina Fest Committee be approved as presented. Motion carried – All ayes.

Comments and correspondence:

Duffy asked if anyone wished to comment regarding a non-agenda item. No one responded.

Business Items:

Item No. 1. Discussion regarding the Marina Fest schedule and activities for 2016; Consider a motion for action if necessary:

Item No. 2. Discussion regarding organization and duty assignments for 2016; Consider a motion for action if necessary:

A number of years ago Village officials established Marina Fest to celebrate the completion of remodeling work at the Marina and create an avenue for local non-profit organizations to raise money. Last year, in spite of receiving sponsorship dollars a loss of approximately \$13,000 was realized. From Marina Fest's inception an exclusivity clause with respect to product offerings was established, and that clause has always been honored. This year a new non-profit organization, the Top O' The Thumb Snowmobile Club, will be coming on board and will be selling fish sandwiches.

Duffy noted that the Village really does not want to be "in the festival business" and is considering turning organization of Marina Fest over to one or more of the non-profit groups which have participated in that event for a number of years. Village employees and the members of the Marina Fest Committee will still help organize Marina Fest this year.

1 Those present jointly reviewed a map of Waterfront Park, and it was the consensus that if
2 carnival rides can be obtained they should be located in the Marina parking lot. The
3 Historical Society will not be selling pie this year but will again be selling ice cream, and,
4 therefore, it was the consensus that their booth should be located near the Boathouse as
5 that location is closer to the children's activities. Hecht indicated that the Fire Department
6 will be flexible with the location of their food tent(s) and beer wagon(s), and it was
7 eventually the consensus that a food and beverage court should be created. The suggestion
8 was made that the Kiwanis, the Top O' The Thumb Snowmobile Club and the Fire
9 Department share a beverage tent(s). Representatives of those organizations will meet at a
10 later date in an attempt to arrive at a mutually agreeable selling arrangement and report
11 back to the Committee.
12

13 A Duty and Supply Checklist was distributed, and those present signed up for the duties
14 and tasks they would be willing to perform. A tentative festival schedule was also
15 established, and Jackson and Clove took note of all the scheduled activities. Clove will see
16 that a Marina Fest poster is prepared and present a draft of it at the next meeting.
17

18 Clove noted that since Marina Fest, 2016 will be conducted over the course of two days he
19 would like to see the Lions conduct an activity in their tent on both days of the festival. He
20 suggested that the Lions Club be treated the same as all the other non-profit organizations,
21 since that is what the Marina Fest By-Laws call for. In an attempt to realize cost savings the
22 Lions and the Fire Department could share a tent in the location where the bouncy houses
23 were last year and the bouncy houses could be moved closer to the Marina. Ludwigsen
24 indicated that he will present this suggestion to the members of the Lions Club at their next
25 meeting and report his findings to Jackson.
26

27 *At 7:00 P.M. Ludwigsen indicated that he had another obligation and left the meeting.*
28

29 *Several of those present noted that it was relatively "quiet" on the Sunday of last year's*
30 *Marina Fest, and the suggestion was made that the water ski show be moved to Sunday. It*
31 *was the consensus that this is a good idea. Duffy will contact the Waterboard Warriors to*
32 *see if that would be possible.*
33

34 *Discussion took place regarding booking of bands and other entertainment for Marina Fest,*
35 *and Hecht volunteered to contact one of the major sponsors from last year to see if they*
36 *would again be willing to make a donation. It was the consensus that River City Six should*
37 *not be booked this year. Hecht will attempt to book another band and report his findings*
38 *at the next meeting.*
39

40 Discussion took place regarding additional food offerings which could be made available
41 at Marina Fest, and Hecht indicated that the Fire Department would be willing to sell deep
42 fried potatoes. If they are allowed to sell the potatoes they would be willing to turn a
43 higher percentage of the profits which are realized from the sale of them over to the
44 Village. He also stressed that he believes it is imperative for all the representatives of the
45 non-profit organizations which participate in Marina Fest to work together.
46

47 Clove thanked Hecht for making the previously mentioned offer. He stressed that he
48 definitely wants Marina Fest to continue, but believes that event must reach the "break
49 even" point. He is the Chair of the Marina Committee, and would not be opposed to

1 having the Marina “kick in \$5,000 to help fund Marina Fest”. He also doesn’t have a
2 problem with the Marina employees providing assistance at Marina Fest. Duffy concurred.

3
4 **Item No. 3. Discussion regarding matters to be placed on a future agenda or referred to**
5 **a committee, official or employee:**

6 *The next meeting of the Marina Fest Committee will be conducted at 5:30 P.M. on April*
7 *27, 2016. At that meeting a draft of the Marina Fest poster will be reviewed.*

8
9 **Adjournment:**

10 *A motion was made by Clove, seconded by Duffy to adjourn the meeting of the Marina*
11 *Fest Committee at 8:02 P.M. Motion carried – All ayes.*

12
13 Respectfully submitted,

14 

15 Janal Suppanz,
16 Assistant Administrator